

Abstract

A merchant who operates a physical store is able to communicate a message to a customer who is carrying one or more items for purchase. While the customer is moving 5 through the store, the merchant uses electronic means to gather data identifying at least one of the items carried by the customer. A computer-implemented program applied to the data analyzes the data and identifies at least one alternative item that the customer might want to buy. The program then prepares a message about the alternative item and delivers the message to the customer while the customer is still in the store.